JUN 18 1925

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BEYOND THE BORDER Photoplay in 5 reels Adapted from the story "When Smith Meets Smith" by Meredith Davis

Directed by Scott S. Dunlap

Author of the photoplay (under section 62)

New Strombug Cooker

PRODUCERS DISTRIBUTING CORPORATION

469 FIFTH

# HOW A GREAT WESTERN HERO W BEFORE HIS OWN HAPPINESS POSITION SERVED TH

# FILMS MUST HAVE ORIGINALITY

# MAINTAIN PUBLIC INTEREST

Audiences Demand Change of Characters As Well As Change of Locale

#### "BEYOND THE BORDER" REFRESHINGLY DIFFERENT

Why has Hunt Stromberg made each of his Harry Carey productions different and better than the last? Why does he never depend on similar themes and characters to carry two pictures across even though he knows the star can make each one entirely individual?

cessity for duplication. There is such a wealth of new material to draw from through the demands of loyalty, are the constantly that one need not use the same story twice and merely vary its incidents. There is no reason why westerns cannot be as different as other shooting guys in Cameron City. types of pictures, says Mr. Stromberg.

He realizes that human beings are just as human "out in the wide open spaces" as they are in city tenements or mansions. He understands that they can suffer from deeper abuses than the punch of a mustached heavy and that they spend more of their time off horses than on them though according to the average western picture producer the characters must always be mounted. He knows that a man must be able to do more than merely twirl a mean lariat or pull a tricky trigger finger to be a sympathetic character.

In other words, Mr. Stromberg finds time in even the fastest moving westerns, for characterization. He chooses stories but because they treat of likely incidents and believable characters. And believable characters are the same the world over whether they are riding steers or steering gondolas.

He has faithfully applied these principles to "Beyond the Border," his latest Harry Carey production. As "Bob Smith" Carey is a crack rider and marksman, but these physical achievements are merely secondary. Without these and in any other environment he would be just as appealing a hero for it is his tolerance, his sympathy and his inherent fineness which get him across with his audi-

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> As a result "Beyond the Border," like all Mr. Stromberg's previous Carey productions, is a document of life not a shooting match as you will be able to judge for yourself when you see this big special feature which is coming to the .....Theatre next.....

for a.....

#### Indian Princess In New Picture

Indian princesses stalk through fiction with frequency but it is not often we meet them in real life. That is why the inclusion of Princess Neola in the cast of "Beyond the Border" which is now being shown at the..... .....Theatre, has caused so much interest.

Neola is indisputably a princess from her shining thick black hair to her moccasined feet and she is proud indeed of her heritage. However, the fact that she is of the nobility does not prevent her from earning her own living.

Like most of the Indians who live on reservations near cities and towns, Neola is thoroughly modern in her ideas and habits though she chooses to adhere to the dress customs of her people centuries ago, But unlike most modern nobility, she claims the right to earn her own living.

That is why she registered her name in the many studios in and around Hollywood and every time a casting director finds he needs an Indian type, Neola's phone goes ting-a-ling and the princess is told to put on all her warpaint and trinkets and report for work. And it isn't because she's a princess that she gets so many calls for work-it's because she's such a splendid actress.

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BEYOND THE BORDER" - Released by PRODUCERS DISTRIBUTING CORPORATION

Two Column Ad Out or Mat No. 3

A Good Star Need Not Choose A Weak Cast "Beyond The Border" Leaving Rivoli

"Beyond the Border" Harry Carey's

# SISHEET

# THE BORDER"

RPORATION 469 FIFTH AVENUE, NEW YORK CITY

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# NOW AT THE PANDAR

The fastest western you New York Univerthrills than the sun has rays.





One Col. Ad or Mat Cut No. 1

# **BEGINNERS OF TODAY ARE** DIRECTORS OF TOMORROW

Noted Producer Champions Cause of Newcomers To Directorial Field

MUST GIVE THEM A CHANCE SAYS HUNT STROMBERG

Producers Indicating Tendancy To Help Beginners Climb The Ladder

This is the year of the young director.

The oft-repeated slogan, "What have you done" is fast giving way to "What can you do?" The men who rule the motion picture industry are finally coming to a realization of the need for giving young blood a chance.

Undoubtedly the success of "Broadway After Dark," the first picture directed the young director he said: by Monte Bell has had something to do with this change in attitude. Frank Urson and Paul Iribe, both of whom have been connected with the making of pictures but neither of whom had ever previously directed, made a veritable Cecil B. DeMille picture of "Changing Husbands." And Paul Bern brought a distinctive touch to the screen in his direction of "Open All Night."

Hunt Stromberg, one of the most youthful producers in the industry has also proved that he is a capable director and when interviewed on the subject of

"For some unknown reason the producer has heretofore seemed to feel that no individual could successfully direct a picture unless he had in some mysterious way acquired the experience of having previously directed a success.

"How they expected them to do it, when no one would give them a chance to try is difficult to comprehend. Of course there have been a few cases where some young fellow has been able to secure independent capital with which to get a start. King Vidor is one of the young fellows who went through the discouragement of securing financial backing before he could convince the producers that he could direct a picture.

"But several new directors are getting a chance this year. Producers are beginning to see that tlirectors are made, not born. It is entirely reasonable to suppose that many of them will flounder a bit before they hit their strides, but it is obvious that the only way to have good directors tomorrow is to develop them today from the ranks of prospective applicants who give indications of genius and ability.

"I sincerely believe that giving the young men a chance in the directorial field is the healthiest development the industry has had in the past three or four years and I shall endeavor to do my share toward furthering the idea of bringing in new blood constantly.

"That is one of the reasons I have placed such men as Scott Dunlap under long term contracts. I am very much pleased with his direction of "Beyond the Border" which comes to the., Theatre for a .....run starting ..., and I am interested in seeing how he will handle the other three Carey's which he is scheduled to make this season".

An astonishing film adapted from the magazine story "When Smith meets Smith" by Meredith Davis. Not merely a

#### **HUNT STROMBERG** PRESENTS

#### HARRY CAREY

" "REVOND THE BODDER"

Adapted from the magazine story, "When Smith Meets Smith" By MEREDITH DAVIS

Adapted by HARVEY GATES

Directed by SCOTT S. DUNLAP

Photographed by SOL POLITO and GEORGE BENOIT

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Film Editor LOU OSTROW

Produced by ROGSTROM PRODUCTIONS, INC. Charles R. Rogers, Vice President

Entire production under the Personal Supervision of HUNT STROMBERG

### Released by Producers Distributing Corporation

#### THE CAST

BOB SMITH	HARRY CAREY
Molly Smith	Mildred Harris
Nick Perdue	Tom Santschi
"Brick" Dawson	Jack Richardson
Bob Moore	William Scott

#### THE STORY

Bob Smith, Sheriff of Cameron, Wyoming, is hot on the trail of Bob Moore-wanted for the theft of the Gioconda Mine payroll.

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### The Answer Box

RICHROY (But not too 'rich, I hope): I'm surprised you didn't know Mildred Harris was once Charlie Chaplin's wife. I thought everybody knew that. Since you're anxious to see her I'm going to let you in on a little secret-she has just completed a new picture in which she is being starred with Harry Carey. It is called, "Be-yond the Border". It is scheduled to come to the ......within the next few weeks.

ARTIE: Nobody doubles for Jack Richardson. He does every bit of his own stunt work no matter how hazardous it may be. If you ask a question like that you don't know that Jack holds an enviable record as an allathlete, and as a horseman, he sure rides a mean saddle.

WISHBONE: (A chicken's or a rooster's): You can probably get a photo of Harry Carey by writing to him direct at the Hunt Stromberg Pro-ductions, Ince Studios, Culver City, Cal. He certainly is the most pleasing western player on the screen.

GERMAINE: No. Hunt Stromberg was never an actor though he certainly would make a dashing hero. Before he took up picture work he was a newspaper reporter. His first work in pictures was as director of advertising and publicity, first for Goldwyn and later for Selznick.

SLEEPWELL (I'm glad to hear you do): Harry Carey's newest picture will be shown in a few weeks. Pretty little Mildred Harris is his new leading lady.

Eva Tanguay. That's the connection between the two you mean to refer to, I guess. Norcross was in the stage test of Harry Carey's skill, for his per-business for twenty five years before formance in "Beyond the Border" stands he went into pictures and it was he out above the combined achievements of who wrote "I Don't Care." His latest these capable people who support him picture is "Beyond the Border" with as brazenly as the mountains that add Harry Carey. It's coming to the their beauty to the background of the ......Theatre week after next. story.

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### HERALDS

To make attractive and novel Herald's is merely a clipping and pasting job. This press sheet provides you with ready-made stories and cuts.

### Don't Let The Editors Overlook This One



BEYOND THE BORDER - Released by PRODUCERS DISTRIBUTING CORPORATION

Two Column Ad Out or Mat No. 3

#### A Good Star **Need Not Choose** A Weak Cast

There are any number of admittedly fine actors who invariably surround themselves with inferior casts in order that their own capabilities may be magnified by contrast. Harry Carey, star of "Beyond the Border," the Hunt Stromberg production which is coming to the

..Theatre for a ..... run starting.... ..., does not stoop to such methods.

In this picture he does his most notable work to date, and he is surrounded by a cast of seasoned troupers who contribute in a large part to the high achievement of the picture as a glowing example of what a western should be.

Tom Santschi, who is a star in his own right, with a large fan following gives a very pleasing portrayal of a villain whose evil jeopardizes the happiness of many persons and is so convincing that one would not be surprised to hear the audience rise up and shout out against

William Scott, the juvenile lead, is recognized as one of the most capable actors in the industry. The charm and popularity of Mildred Harris in the lead ing role opposite Carey is sufficient to detract a good portion of interest from any star less impressive than this westerner. Jack Richardson is an old-timer at the game, and just to round it out as the best supporting cast Carey has ever ARIEL: Frank Norcross discovered had, Victor Potel is included to provide frown-proof comedy to the film.

Even all this, however, is but a slight

#### "Beyond The Border" Leaving Rivoli

"Beyond the Border" Harry Carey's latest western which for action and romance puts all his previous pictures way in the background, terminates tomorrow its two weeks' run at the ....theatre.

The story was made from Meredith Davis' sensational magazine story, "When Smith Meets Smith" and in it Carey plays the part of a courageous officer of the law who faces all sorts of danger to free an unjustly accused bandit and have the real offenders brought to jus

Playing opposite Carey is lovely Mildred Davis who plays the part of the bandit's sister who is made to believe that the sheriff is her brother and is delighted when she finally learns he is not for she loves him dearly.

There is more hard riding, fast shooting and rapid-fire action than has ever been gathered into one picture before. And there's a whale of a love story.

Besides Carey and Miss Harris there are Jack Richardson, Tom Santschi, William Scott, Frank Norcross, Victor Potel and others of prominence, in the cast.

Directed by Scott Dunlap A HUNT STROMBE personelly supervised product

Two Column Ad Cut or Mat No.

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#### THE STORY

Bob Smith, Sheriff of Cameron, Wyoming, is hot on the trail of Bob Moore-wanted for the theft of the Gioconda Mine payroll.

After a desperate chase across the plains, the fugitive, whose horse has collapsed, takes refuge in the railroad station. When the Sheriff has helped the prisoner revive his exhausted horse, Moore surrenders and agrees to go back to Cameron quietly. He will, however, give no information concerning the stolen loot. During the long trail through the hot desert, Smith grows mighty fond of his cynical prisoner, perceiving a fine manliness beneath his veneer of brusqueness.

Arriving in town, Smith is deeply concerned to find that, during his absence, an election has been held, and Nick Perdue, town boss and bully, (and actually the perpetrator of the payroll holdup), has succeeded in having his tool, "Brick" Dawson, a swaggering roughneck, elected. As a result, the town is overrun with drunkards, and uncouth celebration is the order of the day. It is obvious that Perdue and the young prisoner are not unknown to each other and that the former holds Moore in his

Tried and convicted, the prisoner confesses to Smith that "Moore" is not really his name-that he too answers to the name of "Bob Smith." He receives a note from his sister, Molly, whom he has not seen since early childhood, advising him of her forthcoming visit to Cameron. Reluctant to have her see him in his present position, he begs the Sheriff to act the role of brother. Anxious to aid the boy, Smith agrees.

The situation grows very uncomfortable and embarrassing when Bob falls in love with the beautiful girl who believes him to be her brother.

He succeeds in rescuing Molly from an attack by Perdue, and later learns of a scheme Perdue has concocted to get the boy out of the way. "Moore" is badly wounded when Bob reaches him, so he hurries him to his cabin nearby. When the coast is clear, he takes him to his house in Cameron, where Molly has been staying. Here the boy reveals Perdue as the bandit who stole the missing payrolls. "Brick" and Perdue surmise the truth and insist upon searching the house. They find "Moore," and in the ensuing fight the wounded boy escapes and Bob is stunned by the butt of

Perdue realizes that he is "cornered" and decides to double-cross his confederate, "Brick," by making a hasty getaway with the stolen payroll. "Brick," however, discovers Perdue in the act of rifling the saloon safe, where the loot is hidden, and when he reproaches him, Perdue shoots him down and tries to escape through a back window. However, he makes a hasty retreat when he encounters young "Moore" outside with a gun. The back room is suddenly plunged in darkness.

Smith, having regained consciousness, has made a mad dash to town and, entering the saloon, has managed to avoid Perdue's whizzing bullets by a clever ruse. Then he courageously enters the back room—under the awed gaze of all in the saloon—and after some little time, he brings Perdue forth, bearing the missing payroll. This definitely convinces the people whom they want for their Sheriff.

Young Moore, meanwhile, has found his way back to the house and explained everything to his sister. When Bob returns, Molly declares her love for the man who has been so kind to her brother in his hour of need.

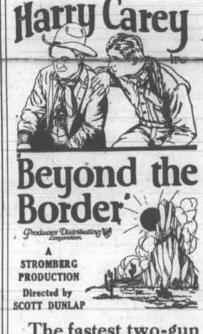
directors tomorrow if to develop them today from the ranks of prospective applicants who give indications of genius and ability.

"I sincerely believe that giving the young men a chance in the directorial field is the healthiest development the industry has had in the past three or four years and I shalls endeavor to do my share toward furthering the idea of bringing in new blood constantly.

"That is one of the reasons I have placed such men as Scott Dunlap under long term contracts. I am very much pleased with his direction of "Beyond the Border" which comes to the .... Theatre for a.....run starting ....., and I am interested in seeing how he will handle the other three Carey's which he is scheduled to make

this season".

An astonishing film adapted from the magazine story "When Smith meets Smith" by Meredith Davis. Not merely a western but a drama of the great wild



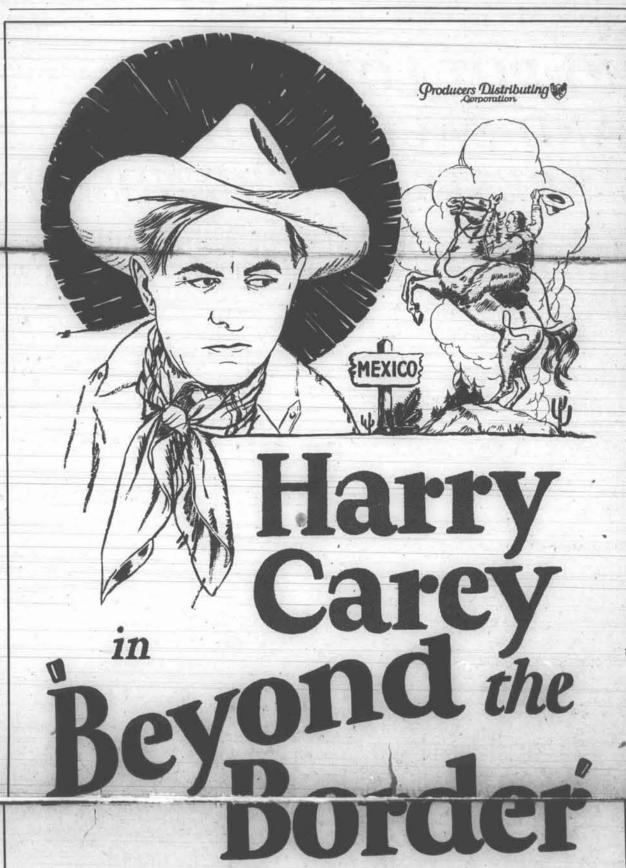
The fastest two-gun westerner who ever rode a horse or threw a lariat supported by a wow of

RIALTO a cast.

BROADWAY AND MAIN STREET

One Col. Ad Cut or Mat No. 2

# A Harry Carey Drama That Q And Novelty Than Any



As a lovable sheriff who gets his man and finds him a tractable lad of good heart and

ALL THIS WEEK the boy against the schemings nal west.

family who has fallen into bad company. Never losing sight of his duty as a trusted officer of

of the rascals who are using

A heart gripping western, the law, he determines to find colorfully portrayed by the out the true bandit and befriend greatest exponent of the eter-

Three Column Ad Cut or Mat No. 4

A Program Reader That Will Convince The Crowds They Want To See This Feature

### "BEYOND THE BORDER" STARRING HARRY CAREY

Adapted from Meredith Davis' magazine story, "When Smith Meets Smith".

When Bob Smith, sheriff, rode into town with his prisoner, Bob Smith, and discovered that he was no longer sheriff, he suspected underhand work in which his prisoner was unwillingly involved. He surrendered him to the law, however, and

"My Face Is My Fortune," Says Potel
Most people aren't flattered a bit when

folks look at them and laugh and some are so sensitive on this point that they are very likely to get pretty nasty to the fellow who takes one look at their physiognomies and bursts out laughing. They can't see the joke at all.

But you can't insult Victor Potel that The more you laugh at him the better he likes it and if you tell him he has a face that is enough to stop an eight day clock he will probably jump up and

Here, Mr. Sho what a western

Imagine A St Written by M whose experience w back many, many ye one is better equipled to write the ty

learns what people do , and why they do Adapted by Hail vey Gates, one of writers in the industry.

pears and dozens of pictures;

Directed by Scr. it R. Dunlap who and whom the e

Personally supe wised by Hunt S with the Priscilla I an Harry Carey of the motion t Imagine HA

That peer of shoot a gun but car ageous western offic querades through hi girl he falls in love

And Then Imag What it means ing cast headed by fection whose delac Carey, and includir Potel, and other fan

Why man, you all the shouting you hear the music play-

#### LET A COWBOY THRU THE STR

Get an experience him just like Harry bandanna, sash, boo gun belt and all the horse should be fit saddle over one si

Equipping the supply of heralds on with a good like him ride through all waways, have streets of the streets of the change distributing the streets of the supplets. If he can really throw add interest to have lic exhibitions of his give the pubtime.

#### SIGN POSTS TO COVER THE TO

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#### A TIE-UP WIT RIDING HABIT WOMEN'S

The local store

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His experi

an, Harry Carey world. CAREY-

estern stars w tir the human of the law v prous, tragic at

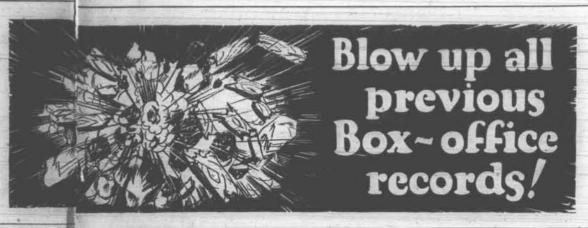
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riding habits will handling women' stills of trim little glad to use the riding outfit as Mildred Harris is displays. With a basis for window cessories should be clothing and at neatly printed one this type of cop "Habit and a small card:

# That Carries More Punch Any Western Ever Screened



Imagine A Stol

Written by Mery-

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"Habit and ata small card: T:cessories worn Milder Harris

what a western treen drama should be, NOT what a western screen drama HELP YOU bout "Beyond the Border" you have something to talk

whose experience wedith Davis, editor of Los Angeles' huge daily, The Times, back many, many with character study and incidents that really make drama dates one is better equippears, from the days when he started out as a cub reporter. No the man whose lived to write the type of story that will please the public than learns what people de has been intimately devoted to newspaper work where he

Adapted by Hap and why they do it; writers in the induvey Gates, one of the best known and most original continuity years and dozens of stry. His experience in this direction covers a number of Directed by Sco pictures;

Los Angeles census R. Dunlap whose triumphs make a list longer than the last and whom the entire industry recognizes as a figure of im-

with the Priscilla Priscil an, Harry Carey, and all-star special productions is the talk world.

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#### WOMEN'S ISPLAYS

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Beyond the Border'

with a good like Harry Carey attending it.

Work it so that every ticket purchaser-is entitled to ten shots free of charge. The law would probably not allow you to use the idea if you wanted to charge for the shooting privilege and by making it gratis, you can work around it. Be sure you use plenty of lobby cards, lithos, and stills in the lobby so that those who stop to watch the shooting will be induced by them to see the picture.

#### BARBER CAN HELP YOU, TOO.

Have enlargements made of the still of Joe Ray with a ten days' growth. Give it to the local barbers to be put in their windows with this sign:

"Joe Ray just came back from "Beyond the Border" looking like this. After we finished with him he looked like the Prince of Wales. Take a run up to the .....Theatre tonight and see him in Harry Carey's new picture but before you go in stop by and let us give you the best shave in town.

#### AN OLD FASHIONED RIG FOR A BALLY

At some old stables it will be possible to hire a real old-fashioned open Get a girl and a man, dress them

Gather a bunch of kids who own cowboy outfits or can get themselves up in a more or less typical western fashion, provide each one with a sign reading: "I'm a Harry Carey Follower. I Am On My Way To Join Him Beyond the Border.' Why Not Come Along?" Send the kids out together and have them walk along the streets blowing horns, clacking noisemakers and attracting attention generally. For free admission to the theatre you can get as many of these kids as you can possibly use.

#### ARMY NAVY STORE WINDOW DISPLAY

Practically every town now has at east one army and navy store that caters particularly to the clothing needs of laborers, miners and factory workers of all kinds. They can arrange a whale of a display for you using such aricles of merchandise as large checked flannel work shirts, broad brimmed hats, bandannas, revolvers, holsters, windbreakers, sheep skin coats, canvas gloves and what not.

There are a great many fast action stills that seem just made to bolster up such a display and they will add color and tone. Pasted on the windows should be stills of Harry Carey and notices to the effect that the star in "Beyond the Border" recommends that all workmen do their purchasing at this store and then run up to the ....Theatre to see "Beyond the

LOBBY LIKE THIS IS BOUND TO ATTRACT

Make it a point to crowd the lot with all the western atmosphere y same time ma

isisce and attractiv replica of a western ranch would just fit the bill.

A compo board front painted in a logacabin effect would make a splendid front. Inside, the lobby should have an imitation log fire at one end, blankets on the walls, firearms, lariats, mounted steer heads and old fashioned oil lamps strewn here and there on pieces of rude furniture. To make it more elaborate have a woman dressed as a squaw seated in front of the fire working on a bead loom.

Von might have a window the front board and behind it have a man with his face spotted in red ink as with a rash. Just outside the window put a contagious disease sign. This will add an interesting comedy touch. The title of the picture should be printed on the top of the front in letters representing a lasso rope or ogs of wood.

FOR EVERY LOCAL STORE WINDOW

Among the stills there is a picture of William Scott as Bob Moore standing behind the prison bars looking forlornly out. Use this still in its eight by ten form or have enlargements made so that you can give them to all the neighboring merchants to be used in the windows in the following way.

Mount the still on a cardboard sketching a background to resemble a prison wall behind it. Under the picture should be printed: "He is the only one in town who will not see Harry Carey in his latest western drama, Beyond the

window you wish to use.

#### Price Accessories Schedule LITHOGRAPHS

1-SHEET
1 to 9
10 to 49
50 or more
3-SHEETS
1 to 4@ 15c sh. or 45c each
5 to 24 @ 11c sh. or 33c each
25 to 49 @ 10c sh. or 30c each
50 or more @ 9c sh. or 27c each
6-SHEETS
1 to 4@ 12½c sh. or 75c ea.
5 to 14 @ 12c sh. or 72c ea.
15 to 99@ 10c sh. or 60c ea.
100 or more@ 9c sh. or 54c ea.
24-SHEET
1 to 4 @ 10c sh. or \$2.40 ea.
5 to 9 9c sh. or 2.16 ea.
10 to 19 @ 8c sh. or 1.92 ea.
20 to 49
50 or more@ 1.50 ea.
11 x 14 PHOTOS
8 in set—Plain
1 or 250c a set
3 or 440c a set

5 or more......30c a set

8 in set-Colored ......75c a set 22 x 28 PHOTOS

2 in set-Colored 1 or 2.....80c a set 3 or 4......70c a set 5 or more......60c a set

8 x 10 PHOTOS Black and White (10 to set)

......20c each

AND MATS

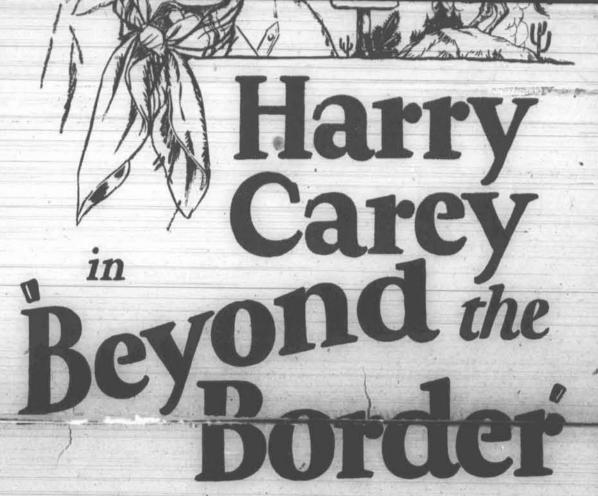
CUTS AND MATS FOR ADVERTISEMENT .10 

Col. ..... Please note that reductions in quantity purchases apply to accessories on he same picture. For instance, 10 onesheets on a single picture would cost \$1.10, but 10 one-sheets on two or more pictures will cost 15c each or

NOW PLAYING

A prince of a sheriff! The screen's western idol as a grim, determined officer of the law who proves to be his prisoner's friend-Hunt Stromberg presents





As a lovable sheriff who gets his man and finds him a tractable lad of good heart and

THIS WEEK

family who has fallen into bad of the rascals who are using company. Never losing sight of his duty as a trusted officer of the law, he determines to find out the true bandit and befriend the boy against the schemings

him.

A heart gripping western, colorfully portrayed by the greatest exponent of the eternal west.

Three Column Ad Cut or Mat No. 4

A Program Reader That Will Convince The Crowds They Want To See This Feature

### "BEYOND THE BORDER" STARRING HARRY CAREY

Adapted from Meredith Davis' magazine story, "When Smith Meets Smith".

When Bob Smith, sheriff, rode into town with his prisoner, Bob Smith, and discovered that he was no longer sheriff, he suspected underhand work in which his prisoner was unwillingly involved. He surrendered him to the law, however, and has a face that is enough to stop an eight determined to help him.

The boy asked one favor-would Smith pretend to Molly Smith when she arrived the next morning that he was her brother and take her to his ranch?

Molly arrived and Bob, in the rush of events was accepted as the unknown brother, and fearful that the truth would break the pretty little thing's heart, he allowed the deception and that's what started things humming.

From there on the story races on with rapid-fire action gathering speed with every new incident until it ends up in a whirlwind punch that fairly bristles with snap. It's a humdinger western that will outclass anything you've seen before. Don't miss it.

# Trailers Ruild Busines

National Screen Service, Inc., furnishes good trailers on all Producers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer consisting of main titles, carefully selected scenes and animated sales and subtitles.

Their prices are as follows:

#### REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

#### DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a Complete Regular Trailer Service on all productions at nominal monthly service charge.

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK 845 SOUTH WABASH AVENUE, CHICAGO 917 SOUTH OLIVE STREET, LOS ANGELES, CAL.

You Can Get an Excellent Service Trailer On "BEYOND THE BORDER" WIRE OR WRITE, GIVING EXACT PLAY DATES

"My Face Is My Fortune," Says Potel
Most people aren't flattered a bit when

folks look at them and laugh and some are so sensitive on this point that they are very likely to get pretty nasty to the fellow who takes one look at their physiognomies and bursts out laughing.

They can't see the joke at all.

But you can't insult Victor Potel that The more you laugh at him the better he likes it and if you tell him he day clock he will probably jump up and hug you.

For, in fact, Vic's funny face is his stock in trade. His uncommon ability to bring forth gales of spontaneous

REYOND THE BORDER PRODUCERS DISTRIBUTING CORR

Col. Scene Cut or Mat Nor

laughter is what assures him three square meals a day and Vic prefers the meals to a pretty profile.

Potel's work in "Beyond the Border", the latest Hunt Stromberg production starring Harry Carey, which is playing .....engagement at the....

Theatre, is the funniest of his mirthmaking career. As the gentleman who gets rash and eats strawberries and who eats strawberries and gets a rash, he hits the high spots of genuine comedy and provides excellent relief for the highly tense moments of this splendid western

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It R. Dunlap whose triu Directed by and whom the entire Los Angeles ce

vised by Hunt Stromber an, Harry Carey, and with the Priscilla world.

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And Then Imas your box office receipt What it means ful little Mildred Har ing cast headed by harm contrasts vivid fection whose dela-Tom Santschi, Wil Carey, and includir Potel, and other fan orites. a find here if ther give it. Exploit it

Why man. you all the shouting you hear the music play-

#### LET A COWBOY THRU THE STR

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#### SIGN POSTS TO COVER THE TO

At street corners like, erect sign po direction of the the say merely: "By Follow the Harry will be a great ma in this way and m the trail, so be sure placed so they lea theatre.

# A TIE-UP WITH

RIDING HABIT handling women's The local store be glad to use the riding habits will. Mildred Harris in stills of trim little basis for window riding outfit as the clothing and acdisplays. With the this type of copy cessories should a small card:

neatly printed on cessories worn by "Habit and ageyond the Border'. Milder Harris 'lest and most exclu-We carry the lat clothes to be had. sive line of sportr selection after you Step in and see old the Border' with have seen 'Beyone ..... Harry Carey at t Theatre".

RS WILL REWARD OFFICE NOTICE

MAKE TOT Crudely mand on telegraph poles, blank walls, fences, etc., are certain to attract attention. etc., are certain The copy on these should be along

the following lines:
"Wanted—Bob escaped Beyond the Border' with the payroll of the Newmine Construction Co. A substant al reward is offered for information leading to his arrest and the recovery of the payroll. Communicate directly with the with the manner.

The signs should have a picture of Carey at the top. There will be many who will recognize him immediately and will help fur ther the publicity by talking about the stunt.

#### PUTTING A VACANT LOT TO GOOD

From the owner of the property procure the use of a vacant lot. In the very center mark off a large space with "Beyond the Border" sign posts pointing in toward the center of the circle, In the clearing seat an old Indian lady surrounded by a few Indian men playing on tom toms. She should be work ing on a loom and chanting unintelligible songs.

Every once in a while the men should rise and o a war-dance around her, throwing out handbills as they dance. It will ost you very little to hire the necessary people and you can get them dressed very cheaply.

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music of gold coins

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"Habit and accessories worn by Milder Harris" Beyond the Border'.

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We carry the latest and most exclusive line of sport clothes to be had. Step in and see our selection after you have seen 'Beyond the Border' with Harry Carey at the ..... Theatre".

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#### THE BARBER CAN HELP YOU, TOO.

Have enlargements made of the still of Joe Ray with a ten days' growth. Give it to the local barbers to be put in their windows with this sign:

"Joe Ray just came back from "Beyond the Border" looking like this. After we finished with him he looked like the Prince of Wales. Take a run ture but before you go in stop by and let us give you the best shave in town."

#### AN OLD FASHIONED RIG FOR A BALLY

At some old stables it will be possible to hire a real old-fashioned open Get a girl and a man, dress them like Mildred Harris and Harry Carey as they appear in the picture, and have them ride through the streets of the town. On the back of the rig should be a sign: "On our way 'Beyond the Border.' Meet us there later." Just their out of fashion appearance alone will be enough to attract attention and start folks talking.

CAMPUICUMAN

Send sandwichmen out in groups of two to cover every part of the town before and during the showing of the picture. One should walk behind the other and the first one's sign should read: "I am Bob Smith, sheriff of 'Be-yond the Border.' The second man's sign should say: "He's Bob Smith, the bandit, I'm Bob Smith, the sheriff. Meet me at the......Theatre to-night (next week, Thursday or whenever you please) and I'll tell you more about him."

#### STAGE A LUCKY NUMBER PERFORMANCE

Here's a stunt to stimulate attendance at the slower performances. An-From the owner of the property pro-ire the use of a vacant lot. In the evening and with each ticket purchased present the patron with a number. During the intermission call three or six men or women on to the stage and ask them each to pick a number from the duplicate set which you have in a box. The holders of these numbers will be presented with sets of checkers and checker boards. With each set should be a note signed by Harry Carry: "To keep you occupied till I come here again in my next pic-ture." You will probably get a good many laughs and plenty of publicity in

ARMY NAVY STORE WINDOW DISPLAY

Practically every town now has at east one army and navy store that caters particularly to the clothing needs of laborers, miners and factory workers of all kinds. They can arrange a whale of a display for you using such aricles of merchandise as large checked flannel work shirts, broad brimmed hats, bandannas, revolvers, holsters, windbreakers, sheep skin coats, canvas gloves and what not.

There are a great many fast action stills that seem just made to bolster up such a display and they will add color and tone. Pasted on the win-dows should be stills of Harry Carey and notices to the effect that the star in "Beyond the Border" recommends that all workmen do their purchasing at this store and then run up to the .......Theatre to see "Beyond the

A LOBBY LIKE THIS IS BOUND TO ATTRACT

Make it a point to crowd the lot with all the western atmosphere y

1 to 4...... @ 121/2c sh. or 75c ea. 5 to 14......@ 12c sh. or 72c ea. 15 to 99......@ 10c sh. or 60c ea. 100 or more....@ 9c sh. or 54c ea. 24-SHEET 1 to 4.......@ 10c sh, or \$2.40 ea. 5 to 9......@ 9c sh. or 2.16 ea. 10 to 19.....@ 8c sh. or 1.92 ea. 20 to 49......@ 50 or more....@ 1.50 ea. . 11 x 14 PHOTOS 8 in set-Plain 1 or 2.,.....50c a set 3 or 4......40c a set 5 or more.....30c a set 8 in set-Colored 5 or more......50c a set 22 x 28 PHOTOS 2 in set—Colored 1 or 2 ......80c a set Black and White (10 to set) . 60c a set ......50c a set , INSERT CARDS ......25c each

.20c each .....18c each

A replica of a western ranch would just fit the bill.

A compo board front painted in a log cabin effect would make a splendid front. Inside, the lobby should have an imitation log fire at one end, blankets on the walls, firearms, lariats, mounted steer heads and old fashioned oil lamps strewn here and there on pieces of rude furniture. To make it more elaborate have a woman dressed as a squaw seated in front of the fire working on a bead loom.

You might have a window cut in the front board and behind it have a man with his face spotted in red ink as with a rash. Just outside the window put a contagious disease sign. This will add an interesting comedy touch. The title of the picture should be printed on the top of the front in letters representing a lasso rope or

ogs of wood.

WINDOW CARDS 100 or more..... AND MATS Cut Mat \$.05 .05 ADVERTISEMENT .05 .05 Col. .10 ................ riease note that reductions in quantity purchases apply to accessories on he same picture. For instance, 10 one-sheets on a single picture would cost \$1.10, but 10 one-sheets on two ormore pictures will cost 15c each or \$1.50.

NOW PLAYING | A prince of a sheriff! The screen's western idol as a grim, determined officer of the law who proves to be his prisoner's friend-Hunt Stromberg presents





in Producers Distributing

Two Column Ad Cut or Mat No. 4

# The Western Idol Of The Sc Adapted From Mereclith

# READY-TO-USE REVIEWS

# **NEW CAREY FILM** IS VIRILE DRAMA

Western Favorite Outdoes Himself In Great Story Of Beauty and Love

"Beyond the Border" the new Harry Carey picture which is the feature this

lighted a huge audience last night at its berg special, featuring marry care premiere, gives you a first hand look at a local election with all its riotings, drinking, shooting and whatnot. No one who has ever lived in a Main Street town will gainsay that this scene as it appears in the Hunt Stromberg production is a faithful reproduction of an election in a typical one horse town,

But this scene is only one instance in which the stirring action drama attains verity. The entire production holds a clear mirror to human nature and from the star down to the Indian woman who has only one line, the actors give honest characterizations.

Carey, as a hard riding, fast shooting officer of the law who befriends his prisoner because he believes the boy is not bad at heart but merely the tool of some rascal, gives a rugged, tense portrayal and by sheer force of his profound histrionic ability carries over to a glorious finish a story which does not depend, as do so many westerns, merely on fast riding and plenty of shooting.

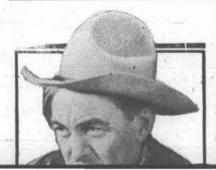
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# **ACTION GALORE IN** FIERY WESTERN

Carey Supported By Capable Cast In Latest Hunt Stromberg Picture

For the men and small boys who choose their moving picture fare by the number of shots fired in the course of production, "Beyond the Border", the Hunt Strom-

which opened last night at the. Theatre, has more than the expected amount of excitement to offer.

To the women who go to see the romance that is perhaps lacking in their own lives, and to those who find in screen stories a supplement to their own romances, the new picture offers a love story that is overwhelming in its directness and sincerity and its refreshing individuality.

Comedy that is real and different is one of the elements that contributes largely to this fast action western which takes for its locale the virile rugged west out "Beyond the Border" where anything might happen and everything has been known to have happened.

In general the story is that of a courageous sheriff who, after rounding up the young bandit who has held up the railroad payroll, finds his prisoner a very likable young chap and develops a firm friendship with him.

While he is out man-hunting, the local election takes place and Smith, the sheriff, returns to find that he has been defeated and that the new sheriff is a rascal and the tool of the town politician. When the new sheriff and his boss see the prisoner they exchange wise glances which makes Smith suspicious that they are concerned in the hold-ups and have been using the boy as their tool.

The prisoner, also Bob Smith, is expecting his young sister whom he has not seen since she was a child, and he begs the sheriff to meet her and pretend he is her brother. This is an obligation which Smith is unwilling to assume but when the girl meets him she takes it for granted he is her brother and he dare

He takes her to his ranch and then sets about learning the truth about her brother and his relations with the men in power. Through the aid of a faithful friend he learns that the new officers are going to take the prisoner to the penitentiary in a car, allow him to escape and then shoot him down. He hastens to the spot but the boy has already been

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New Carey Picture

# PUTTING PEP IN CATCHLINES FOR PROGRAMS AND ADS

He loved her with a love which put loyalty be fore his own happiness.

"Beyond the Border" where anything migh happen and everything is known to have happened

Bob Smith, sheriff, met Bob Smith ing hand t the stronger man stretched out a he his weaker brother.

and no pre His staunch friendship knew no fea cautions. He stood ready to sacrific altar of friendship.

d you mas If you were a man's friend would querade as his brother to deceive his

A picture for those who love life a to whom the west means adventure a

Straight-shooting, hard-riding, fas Carey in the fieriest western of his v

Out in the great unguarded west v for their honor and the love of their

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# The Screen In A Picture Iereclith Davis' Gripping Story

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# **NEWSPAPER EDITOR** WRITES FILM STORY

Meredith Davis Author of New Harry Carey Film "Beyond the Border"

While there are some writers who can write convincingly about people they have never known and places they have never seen, it is pretty generally conceded that these are rare exceptions and that for the most part if a story is to ring true, the author must know and feel whereof he

Who then is more eligible to write a man the greater part of whose life has been spent in the country west of the Rockies and who has as a background a journalistic career covering many full

Davis started his work as a cub reporter and like every cub reporter served a more or less bitter apprenticeship. But he-stuck to his oars and was finally put to doing special assignments-work that carried him into all sorts of places and gave him the opportunity of meeting unique personalities and collecting rare material for story purposes.

He stored all these in the back of his head determining to some day write stories. Then Davis began to steadily mount the editorial ladder until today be fills the Sunday editorship on the Los Angeles Times, one of the largest and most influential dailies in the country.

Recently there appeared in a popular publication a story by this author called "When Smith Meets Smith." Sensing its tremendous motion picture possibilities Hunt Stromberg, the producer, purchased the motion picture rights and using Harry Carey as the star, is now releasing the picture under the title, "Beyond the Border" which is now being shown at the.....Theatre where it will remain for...

# Snappy Shorts For Alert Editors

The claim that newspaper work is the best training for fiction writing has again justified itself in the case of Meredith Davis, author of "Beyond the Border," the new Harry Carey starring vehicle which is now playing at the .... Theatre.

Davis is Sunday editor of the Los Angeles Times, a position which permits him sufficient leisure so that he can turn out a large number of magazine stories. Throughout his journalistic career he has been collecting material for fiction purposes and he is now making very profitable use of the collection.

Davis is particularly fond of writing western stories and greatly admires Harry Carey's interpretation of western roles. Perhaps that is one reason why "Be-yond the Border" is so well adapted to the star's capabilities.

How many men could take the place of a beautiful young girl's brother without her discovering the masquerade? Not many, despite the fact that men are supposed often to be clever dissemblers.

But the successful deception in "Be-yond the Border" the Hunt Stromberg production starring Harry Carey which is coming to the ......Theatre for a.....run starting next.... is one of the many reasons why this picture is so superior and so different from

Carey cleverly gets away with a mistaken personality situation which is the interesting and amusing basis of the picture, and in so doing makes a delightful

"Beyond the Border" is a place where anything might happen and where everything has been known to happen. That is why it makes such an admirable title for Harry Carey's new Hunt Stromberg production which comes to the ...

Theatre for a..... .....engagement starting...... Carey's capabilities are as unlimited as' the space "Beyond the Border".

It is not at all outside the realm of credulity to see him take the place of another man, and get away with it, as he does in this picture. The stresses the difficulties, the pathos, and the comedy of the situation with such finesse that nobody thinks to wonder that the heroine does not discover the masquerade.

Nowhere else could that happen except "Beyond the Border" where nobody asks for any explanations when amazingly beautiful relatives put in sudden ap-

It is lovely Mildred Harris who is the fortunate little lady to bear the title 'the girl with the camera-proof face," for that is Hollywood's way of saying she is one of the very few beauties to whom the camera is never harsh.

Her charm and daintiness in "Beyond the Border" are particularly emphasized by the contrast against the stern manliness of Harry Carey and the rugged beauty of the mountain and valley scenes which provide the alluring background for the picture.

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Week

Photoplays That Please Continuous 1 P. M. to 11 P. M.

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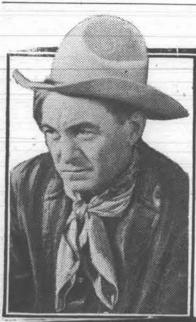
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MARRY CAREY IN BEYOND THE BORDER PRODUCERS DISTRIBUTING CORP.

One Col. Scene Cut No. 1

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#### New Carey Picture at Standard

The most popular cowboy on the screen will again make his bow to the people of..... .... Harry Carey western star with the reputation of a hard-riding, two-gun actor of ability will be seen next week at the. Theatre in "Beyond the Border."

Like all the Carey stories this is a red blooded story of brave men and cowards who lived out in the great west where

own course. It is crowded with action to thrill one, romance to enthrall one and mystery enough to tingle the blood and make it rush through the veins.

### A Letter That's A Patron Getter

Dear Madam or Sir:

As you were among the many patrons who left their names at the box office that we might advise them when the next Harry Carey picture would be shown, I take pleasure in notifying you that I have arranged to play "Beyond the Border" at the......Theatre during the next .....starting......

stic Harry Carey follower and have always en joyed all his pictures and after you have seen this latest offering even you will be ready to admit that he far surpasses himself. The action of the story takes place, as the title implies, "Beyond the Border" where anything might happen and everything has been known to have happened. Twists of plot that make the story delightfully original and which would not be possible were the action of the story confined to some special locality, add measurably to the interest of this picture.

Carey reveals an entirely new side of his personality in this rapid action picture whose plot revolves upon a stirringly romantic theme. Lovely Mildred Harris lends her winsome charm to the delightful story and is admirable support for the capable star who is surrounded further by a strong supporting cast.

Yours truly, THE MANAGER.

If you were a man's friend querade as his brother to deceive

altar of friendship.

Tie stood read

action and A picture for those who love life d daring.

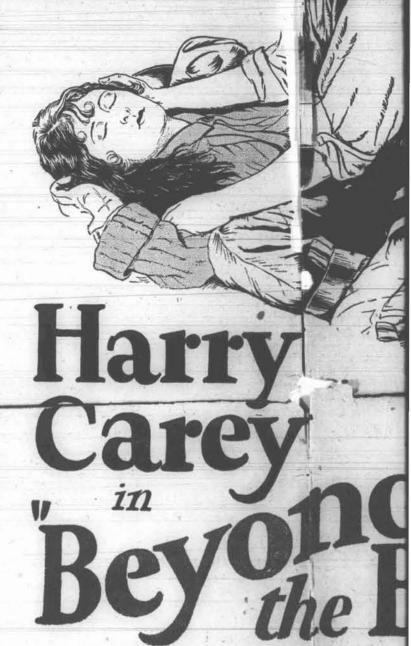
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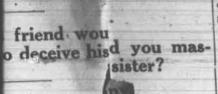
Out in the great unguarded west were men fight for their honor and the love of their men.

# RIALTO Thi Week



Supported by a great cast Jack Richardson - Tom A story that rings true and A flashing drama of the west, a heart - stirring romances,

Four Column Ad



d daring.

career.

no love life and ction and

d-riding, fas action Harry tern of his v

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When the now famous Gilbert and Sullivan operas were first produced in America it was George Dunlap who was responsible for their appearance. At that time it was a daring venture and required sporting blood as well as considerable money. The productions were immediate successes and their reproduction year after year in different parts of the world are evidences of the splendid start which they got under the leadership of Dunlap.

Now Dunlap's wife was Louise Dunlap who devoted her life to the stage. What more natural, therefore, than

that when their son, Scott, arrived at the age of four, he should be put on the stage. Of course his first appearance was in one of his father's productions and young Scott emerged an actor in "The Mikado."

From that time he has never been beyond calling distance of the theatre. For many years he followed the path of the actor, when gradually his interest began to turn toward the production end. With telling determination he worked tirelessly to learn every detail of production. Then along came the motion picture.

Dunlap saw great possibilities in the development of pictures and he felt that it would be wise to take a jump into them. Starting at the very bottom he diligently set about learning every detail of picture production.

And he has been amply repaid for his fidelity to the profession. He received his first directorship with Fox and was brilliantly successful. He has since made innumerable attractions and is one of the few directors who is never "between pictures."

His latest picture is "Beyond the Border" starring Harry Carey which comes to the ..... .....Theatre for a.....run, starting....

He has already contracted for the direction of the three Carey pictures to follow "Beyond the Border."



Photoplays That Please Continuous 1 P. M. to 11 P. M.

Beyond the Borden where anything might happen and everything has happened ~~~ Producers Distributing

at cast including - Mildred Harris Tom Santschi - William ue and hits the entertainment target! e west, alive with blood-tingling thrills, and vivacious, virile humor. ices,

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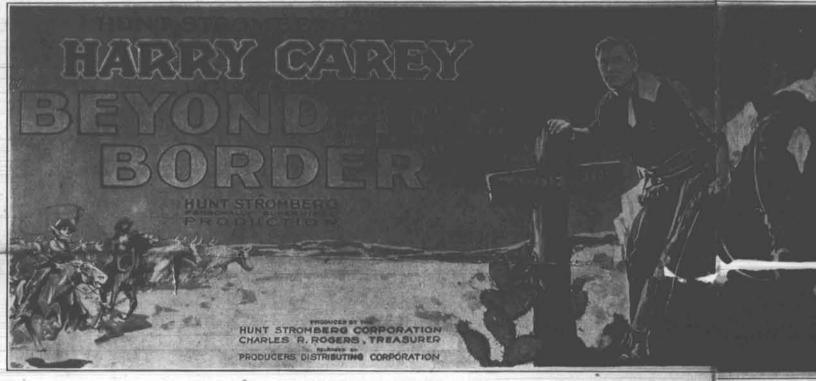
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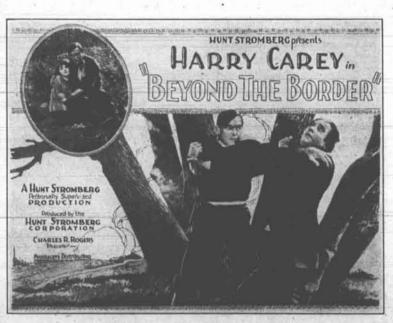
Column Ad Cut or Mat No. 6

Four

# Paper That Will Bring Thou Carey Followers Troup



A Whale Of A Twenty-four Sheet Poster In Natural Colors



Lobby Card (22" x 28")



Lobby Card (22" x 28")



Colored Insert Card

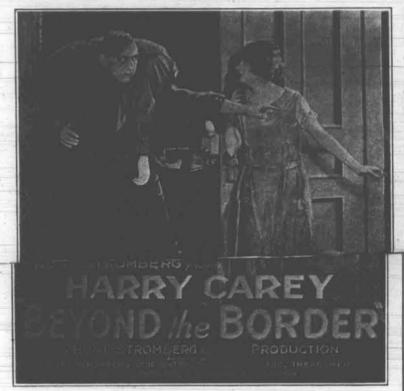
The more posters you get around town the more patrons you'll get at your theatre. These

# ng Thousands Of Harry rs Trouping To Your Theatre

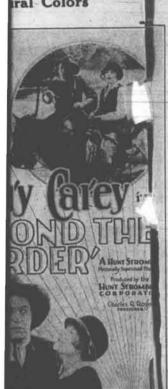


#### Posters As Cutouts

There are any number of uses for poster cutouts. These posters have been especially prepared to allow the showman to adapt the figures to lobby displays and other exploitation ideas of value.

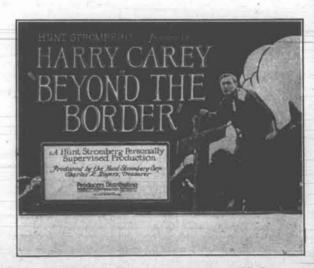


A Knockout Six Sheet



LEVEL DEREY LEGEDER

One Sheet A



Colored Announcement Slide



lored Insert Card





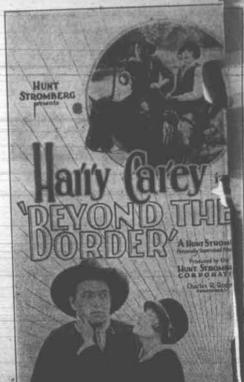




A Whale Of A Iwenty-rour Sheet 1-



Lobby Card (22" x 28")





Lobby Card (22" x 28")

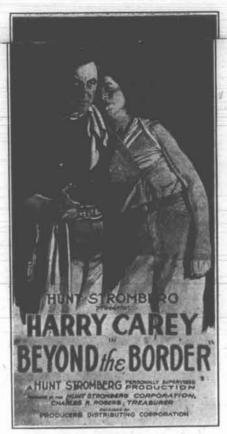


Colored Insert Card



Three Sheet B

The more posters you get around town the more patrons you'll get at your theatre. These are packed with the punch that stamps this a western that makes the best of them look tame.



Three Sheet A



One Sheet B



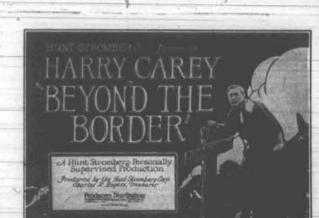
Colored Wind w Card







One Sheet A



A Knockout Six Sheet

Colored Announcement Slide

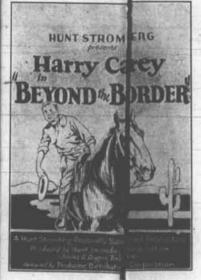
HARRY CAREY "BEYOND THE BORDER"



red Insert Card



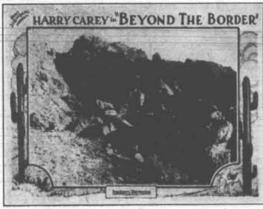
One Shet B



Colored Wind w Card

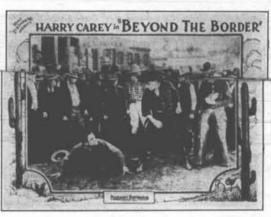
















Multi-colored Lobby Display Of Eight 11" x 14" Cards

# This document is from the Library of Congress "Motion Picture Copyright Descriptions Collection, 1912-1977"

#### Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

### Class L Finding Aid:

https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004

Class M Finding Aid:

https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002



National Audio-Visual Conservation Center
The Library of Congress